



Josephine Fairley

Pioneering Co-founder of Green & Black's Organic Chocolate



CSA Celebrity Speakers Ltd

Jo Fairley is co-founder of the pioneering organic chocolate company Green & Black's, which has gone from a niche organic and Fairtrade brand to a global chocolate name. Recently, Green & Black's was voted 'Coolest Food Brand in the UK' for the fifth year running, by Coolbrands.

'If you don't do it, you'll never know what would have happened if you had done it.'

In detail

Formerly Britain's youngest-ever magazine editor, Jo has translated her skills as a journalist into marketing, PR and brand-building. Through her presentations, Jo now takes audiences through every aspect of growing a business - from the bravery required to taking that first step, through to the practical and emotional aspects of an 'exit' strategy - and achieving that all-important (and elusive) work-life balance en route. Jo continues to juggle her work as a journalist and author with being a brand ambassador for Green & Black's, as well as running an organic bakery and one-stop local food store and an 11-room 'boutique' wellbeing centre, in her up-and-coming home town of Hastings.

What she offers you

Jo's story is fascinating to entrepreneurs, women's networking groups and to wider business or educational audiences both in the UK and internationally. Her brand-building experience is inspirational to anyone on a 'business journey' of their own.

How she presents

Engaging and passionate, Jo never fails to inspire - and is always happy to network with attendees, offering more direct input to individuals.

Topics

- Secret for Business Success
- Women in Business
- How to Build a Brand
- Inspiration
- Corporate Social Responsibility
- Entrepreneurship
- Environmental Issues

Languages

She presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

How to book her?

Simply phone, fax or e-mail us.



[watch video](#)

Publications

2011

The Anti-Ageing Beauty Bible: The Only Steps You Need to Look and Feel Gorgeous for ever

2008

Sweet Dreams: The Story of Green & Blacks (with husband Craig Sams)

2004

The Ultimate Natural Beauty Guide

2001

Organic Beauty (with Gillian Emerson-Roberts)

1997

The Beauty Bible (with Sarah Stacey)